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ABSTRACT

This book helps college faculty get their scholarly books, edited volumes, or advanced texts published, by offering an insider's view of publishing. Chapter 1 covers different types of publishers and economics of publishing. Chapter 2 helps writers decide whether their idea is worthy of being a book rather than a journal article and whether to author or edit a book. Chapter 3 deals with how to do targeted fact finding to uncover kinds of books a specific publisher is looking for, specific time to contact them, use of an agent, and other factors. Chapter 4 outlines an effective book proposal. Chapter 5 covers the proposal review process and how reviews are used in publishing decisions. Chapter 6 explains the standard book publishing contract. Chapter 7 describes what to expect from an editor and how the editor can help develop the manuscript, guide it through production, and assure effective marketing. Chapter 8 demystifies the production process. Chapter 9 assesses what to expect from the publisher in terms of marketing and what the author can do to promote the book. The final chapter offers advice on what to do when things go wrong. The theme throughout the book is that publishing is a collaborative venture. An appendix offers a sample book proposal. A list of 14 books, 2 periodicals, and 4 organizations concludes the guide. (JDD)

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